

# GREECE TRADE MISSION

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**What:**

FAS is sponsoring a trade mission to Athens, Greece that will provide a unique opportunity to learn first-hand about the Greek market for U.S. food products in a concise, informative program. Since Greece is hosting the 2004 Summer Olympic Games, tourism increases will lead to an urgent need for imported food.

Participants will learn about food service opportunities from Olympic Organizing Committee representatives. They will tour wine stores, catering facilities and supermarkets, and have one-on-one meetings with qualified buyers. In 2002, a similar mission generated over \$4 million in sales for participating companies. Space is limited to 10 participants. Eligible expenses are reimbursable through the branded initiative of the Market Access Program, administered by FAS, commodity organizations and state-regional trade groups.

**When:**

March 28-April 1, 2004

**Where:**

Athens, Greece

**The Market:**

Greece is an import-dependent country with a population of 11 million, and the world's 15th most popular tourist destination. During 2004, tourism is expected to more than double to 25 million visitors. During the 17 days of the Olympics, more than 11.5 million meals will be served at Olympic facilities alone. This figure does not include the additional restaurant meals or ready-to-eat foods purchased at supermarkets.

Greeks' disposable incomes are growing. U.S. foods are popular and regarded as high quality. In 2002, Greece imported almost \$40 million in U.S. consumer-ready foods, up 7 percent from 2001.

**Best Products:**

Nuts, frozen foods (vegetables and convenience foods), seafood, snack foods (salty and sweet), wines, beer, meats and edible dried pulses (lentils, beans and peas)

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